SAMERTH KUMAR

Senior Content Writer

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SUMMARY

Samerth Kumar, a skilled professional with a Bachelor's degree in Business Administration. I have worked as a Senior Content Writer at ZUCOL Group, where I gained extensive experience in content creation, document drafting, administrative coordination, and public communication. I bring a strong command of written English along with practical proficiency in Microsoft Word, Excel, PowerPoint, and Outlook. My responsibilities included data research, managing digital documentation, and client interaction all requiring precision and efficiency. I am also currently advancing my Japanese language skills, having completed NAT N4/Q4 and now pursuing JLPT N3.

KEY ACHIEVEMENTS

Blog Traffic Increase

Authored 50+ SEO-friendly blogs leading to 30% increase in website traffic within two years.

Punctuality Award

Awarded 'Most Punctual Employee' for maintaining 100% punctuality consistently.

Market Strategy Enhancement

Conducted market research improving marketing strategies by 25% at Ifortis Company.

Revenue Growth Contribution

Contributed to sales meetings leading to 15% revenue growth at Ifortis Company.

EXPERIENCE

2022 - 2024

Location

Senior Management Research Expert

Zucol Group

- Management Research Expert (June 2022 - June 2023)
- Promoted to Senior Content Writer from June 2023 - Present
- Conduct extensive research to gather relevant data
- Create engaging written content for various purposes
- Review and revise written material to ensure accuracy and clarity
- Authored SEO-friendly blogs over a span of two years, contributing to increased website traffic and engagement
- Received the 'Most Punctual Employee of the Year' award for consistent dedication and reliability

05/2022 - 06/2022

Location

Marketing trainee Intern

Ifortis Company

- Improved marketing strategy effectiveness by {15%} by conducting comprehensive market research and analyzing consumer behavior.
- Enhanced brand visibility by {30%} through LinkedIn social media marketing strategies, resulting in {15%} engagement growth.

EDUCATION

2019 - 2022

Location

Bachelor of Business Administration

Delhi metropolitan eduction

LANGUAGES

English
Advanced

Hindi
Advanced

Japanese
Advanced

SKILLS

Animation | HTML | Microsoft Power Point | Microsoft Word | SEO | SMM | WordPress

INTERESTS

- Anime
- Badminton
- Playing
- Playing video games
- Watching movies